



IMPLEMENTING A MEMBERSHIP MANAGEMENT SYSTEM

TIM WILSON, TRIATHLON CANADA &
ALAN AHAC, VOLLEYBALL CANADA

INTRODUCTIONS



- **Alan Ahac – Systems Strategy Consultant**
 - Former President – Volleyball Canada
 - Former Member – FIVB Board of Administration
 - 30 years experience in software industry
 - Systems Engineer, Business Process Analyst, President of SW company
- **Tim Wilson – CEO, Triathlon Canada**
 - Former Senior Sport Consultant – Australian Institute of Sport
 - Former Executive Director – Triathlon Australia
 - Current CEO – Triathlon Canada

OUR PROBLEM



- NSFEI identified common need (Dec 2013):
 - “Membership Management tool that can be customized by NSF’s”
- Objectives:
 - Cost savings for NSF and PSO’s
 - Enhance leadership capacity by having good information on participants in the sport
 - Enhance the alignment of programs and processes from the grass-roots levels to the national level
 - *Know your Customers!*

OUR SOLUTION



- NSFEI projects to develop a common framework of requirements and process for NSF's to acquire National Registration Systems
 - Volleyball, Swimming – 1st adopters
 - Generalized to accommodate other sports
 - Separate what is common from what is sport-specific
 - Allow NSFs/PSOs the choice and flexibility to tailor the requirements and process to suit their own needs
 - Triathlon Canada engaged early in 2015

THE CHALLENGE



- While different NSF's had many similar requirements they also had sport-specific differences
- Common analysis process has lead to different system solutions in all cases
- Challenge: determining what NSF's have in common and what they need that's different
- NSFs and PSOs often have different processes and different existing systems

THE OUTCOME



- VOLLEYBALL CANADA:
 - RFP Nov 2013; vendor selected Mar 2014;
savings: \$2.3M over 5 years
- SWIMMING CANADA:
 - Requirements analysis and system specification produced May – Oct 2014
- TRIATHLON CANADA:
 - RFP April 2015; vendor selected June 2015;
Savings: \$1.2M over 5 years

THE OUTCOME



Utilisation – New Technology

- Transition from 10 x basic labour intensive PSO registrations to 1 x hi-tech national registration system
- Online interaction & transaction membership registration capacity
- Instant membership validity
- Consistent national format



THE OUTCOME



Enhanced - Communication

- Vertical communication integration from international, national to club level
- Increased direct dialogue capacity with customer base
- Improved inter and intra PSO and NSO communication channels

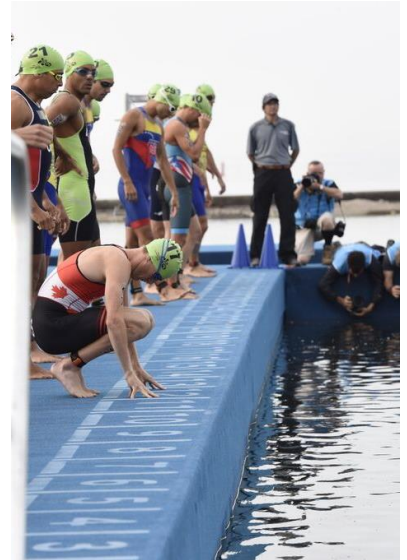


THE OUTCOME



Efficient - Management

- Streamline synergies of service & economies of scale
- 25-40% reduction in provincial labour costs
- No contract agreements and or service fees
- Lower transaction costs
- Instant payment of national affiliations and membership fees



THE OUTCOME



Responsive – Membership Needs

- New membership, club, event and course registration facilities
- New national, club and regional results & ranking initiatives
- New information transfer of race competitions rules, programs, events and initiatives



THE OUTCOME



Effective – Planning

- Full access to member profiles, demographics, metrics and results
- New options to undertake national and comparative analysis
- Ability to fully monitor, track and predict trends
- Accurate record of membership numbers and participation rates

THE OUTCOME



- Common process and documents developed that can be re-used by other NSFs
 - System Requirements Specification template
 - RFP template
 - Proposal Evaluation tools
- *NSF Workshop – February 2016*

THE TAKEAWAY



- Selecting and implementing a National Registration System is **hard**
 - Unlikely that one vendor/one system will work for all NSFs
- Strong value in NSF/PSO alignment
- Opportunity for significant \$\$\$ savings
- Focus on: **Know Your Customers!!**

THANK YOU



Most Significant Infrastructure Development in Triathlon

- COC
- David Patterson
- Alan Ahac
- Provincial Triathlon Associations
- Triathlon Canada Board

